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July 2020

## **Rio Rey Texas Grapefruit Juice advertisement**

John Harry Shary

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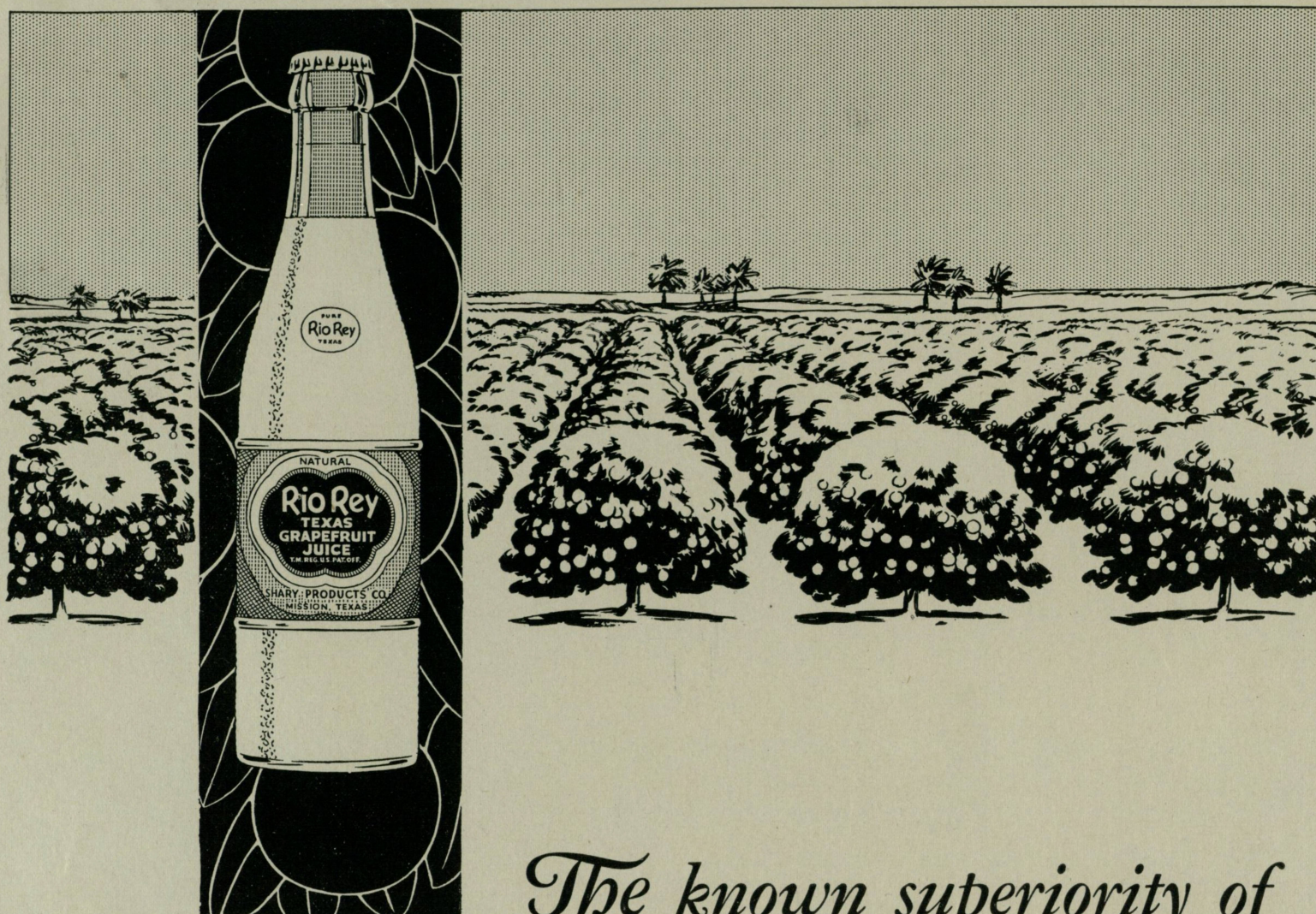
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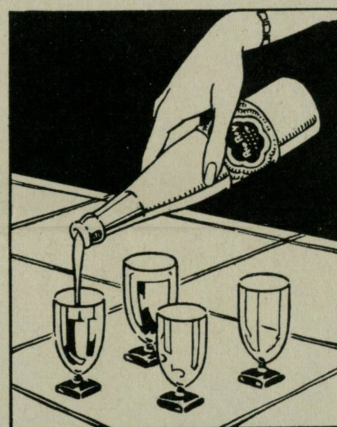
*The known superiority of*  
**TEXAS GRAPEFRUIT**  
*endows Rio Rey with a tang  
and flavor all its own . . . . .*

**I**F YOU LIKE GRAPEFRUIT, you undoubtedly have a strong preference for the aristocrat of the grapefruit family, Texas Grapefruit. And if you have already learned how much better Texas

**Rio Rey**  
**TEXAS**  
**GRAPEFRUIT**  
**in the bottle**

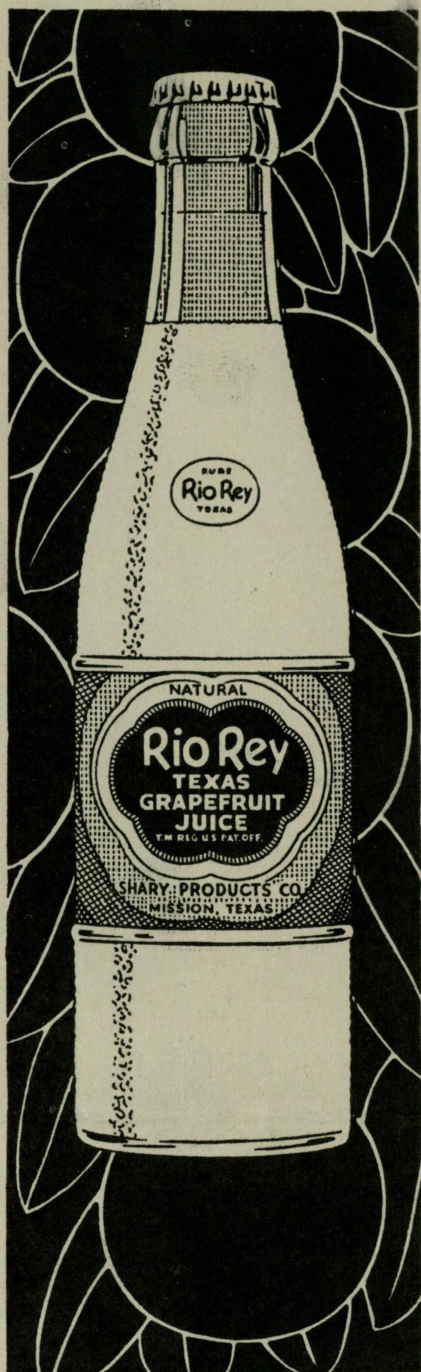
Grapefruit is, you are going to be one of our new

customers for Rio Rey, "Texas Grapefruit in the Bottle". . . You know the sparkling citrus tang of this fruit that grows "down by the Rio Grande". . . and now it has been captured in a distinctive frosted bottle. Now you can have your favorite citrus refreshment whether the actual fruit is "in season" or not. Now you can know the unique flavor of this grapefruit the year 'round. Every bottle contains all the juice of two large, tree-ripened fruit. Try a couple of bottles today . . . soon you'll buy Rio Rey by the case!



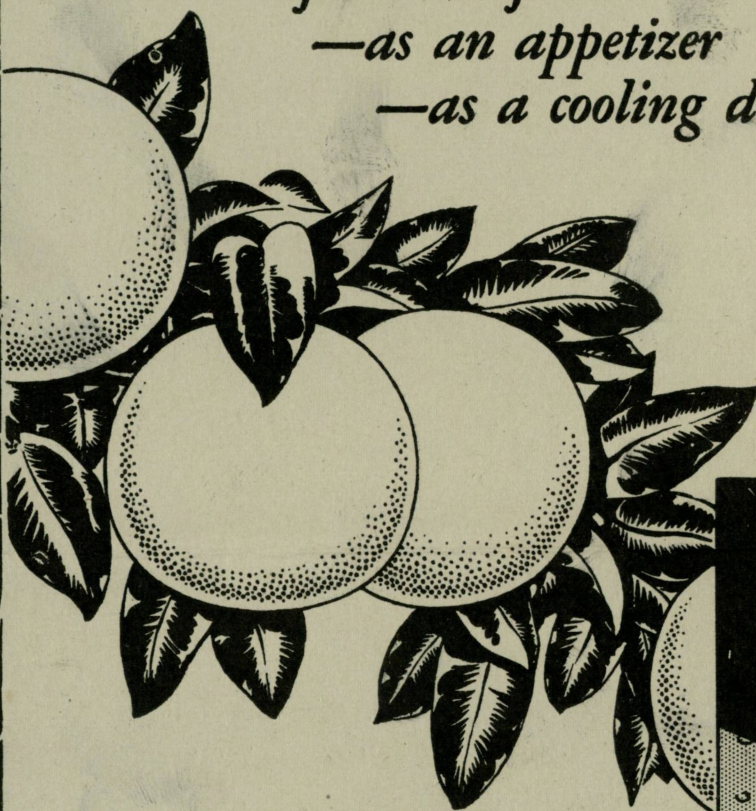


Proof from  
TRACY-LOCKE-DAWSON, Inc.



# Such a Convenient Way to Serve TEXAS GRAPEFRUIT J U I C E

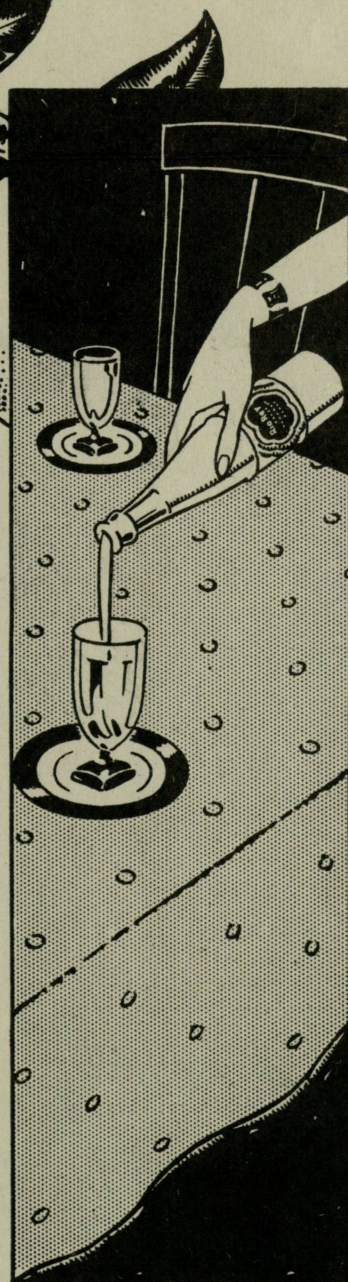
—for breakfast  
—as an appetizer  
—as a cooling drink



GRAPEFRUIT JUICE has become tremendously popular as a fruit cup to start breakfast, as a fruit cocktail for luncheon or dinner, as a thirst-quenching drink for hot days. And now comes this new, *convenient* way to serve this healthful drink—Rio Rey, the natural juice of Texas Grapefruit, in bottles!

Now, you can serve grapefruit juice the year-round, in or out of the fresh fruit season. And without the trouble of squeezing the fruit yourself. The delicious taste of Texas Grapefruit—with its citrus tang and sun-mellowed flavor—will win you to Rio Rey. For it is the pure fruit juice with only a dash of sugar added. Your grocer has Rio Rey. Look for the distinctive "frosted" bottle. Keep several bottles of Rio Rey in your refrigerator—it's so convenient!

## Rio Rey TEXAS GRAPEFRUIT in the bottle







# *You'll want to try this new fresh-fruit juice of Texas* GRAPEFRUIT . . . .

DO YOU miss the invigorating set-up of your morning grapefruit, now that the fresh-fruit season for Texas Grapefruit is past? . . . Then here's good news! . . . Rio Rey, now available at most grocers, is the fresh, uncooked juice from tree-ripened Texas Grapefruit. Just a dash of sugar is added, nothing more. And each frosty silvery bottle contains the juice of two huge fruit, ample breakfast serving for four . . . Surely you'll want to try this new all-season grapefruit beverage that comes to you from the golden Rio Grande Valley. You'll find it economical to order by the case.

**Rio Rey**  
**TEXAS**  
**GRAPEFRUIT**  
**in the bottle**

*Now—You can give your family  
healthful grapefruit the year 'round!*

One-fourth of a bottle of Rio Rey equals one-half a grapefruit in juice. Vitamins B and C and the health-giving minerals found in the fresh-fruit are contained in this new bottled form of Texas Grapefruit. Now, your family can secure the benefit of healthful grapefruit in Summer as well as Winter.

*You'll discover many ways to use  
this convenient fresh-fruit juice!*

Not only for breakfast, but as an appetizer for luncheon and dinner, Rio Rey Texas Grapefruit Juice will add new sparkle to Summer menus. Use it mixed with fruit cocktails. Try it as a thirst-quenching, delightful drink between meals. Keep it in your refrigerator for all occasions.